

# Keren Goldman

*Certified Usability Analyst with a proven record of establishing broad competitive stances, conceptualizing both consumer-facing & internal multimedia strategies for a myriad of brands such as KPMG, Crestron Electronics, AT&T, AOL, YP.com, Microsoft and Tiger Schulmann's .*



*K Goldman*

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*My Bio*

## About

*My Interests*

## Hobbies



*I excel in driving high-profile projects from concept to completion by creating holistic design solutions that advance business goals, brand vision, and user satisfaction. I maintain my competitive edge by fusing contemporary style with practical application. I bring a rare intuition for stretching design patterns to encourage results-oriented innovation on all my projects. As a seasoned front-end coder, who understands the technical landscape, I design scalable and executable solutions that eliminate barriers between ideas and business outcomes. This enables me to work creatively through and around perceived limitations and/or challenges imposed by the delivery platform. With extensive experience in branding, user experience and user interface design; I pride myself on a unique ability to create intelligent work that captures the nuance and intricacies of each client's identity with an emphasis on user-centered design.*

*My Background*

## Experience



**FREELANCE DIGITAL UX DESIGNER, FOUNDER**

2002 - 2018

*Web Candy Design*

[www.webcandyland.com](http://www.webcandyland.com)

Over 16 years' experience managing the design and development of various online properties in client facing roles including full website development, email marketing campaigns, social media, and mobile interfaces.



**DIRECTOR, PUBLISHING PLATFORMS**

Nov 2020 - Feb 2025

*Dotdash Meredith*

Work in partnership with leaders of the Product, Tech and Content groups to shape the tools a team of over 700 users leverage to craft content that helps hundreds of millions of monthly users answer questions, solve problems, and find inspiration on topics they deeply care about.

~Drive creation of our design system to serve as a single source of truth that unifies the digital experience and helps establish cross domain UX/UI consistency.

~Lead in the creation of user flows, wireframes and prototypes that get us to elegant solutions.

~Establish empathy with content editors & writers who must use publishing tools to accomplish their workflows.



**MANAGER, UX ENGINEERING**

Nov 2018 - Nov 2020

*Crestron Electronics*

Modernized and led a team of UX designers and researchers by setting clear goals, launching a user centered design process, bringing in best practices, building a strong team culture and introducing UX tools.

~ Established a design process that maintains a high level of creative execution and consistency while making room for innovation and ensuring real value to our users.

~ Developed product design strategies informed by user research, business objectives, and strong design sensibility.

~ Defined strategic user goals with stakeholders and led my team to make the vision come to life.

~ Orchestrated collaborative sessions between product management and engineering to ensure a well-aligned and coordinated product development process.

~ Collaborated with a multi-disciplinary agile team of Designers, Researchers, Engineers and Product Managers throughout the design process to help define requirements and create thoughtful world class solutions.

● *KPMG*

- ~ Grew and led Portal UX team from 1 employee to a fully staffed department with a team of 10 employees.
- ~ Formation of User-centered design program approach and methodology for staff to embrace user-centered analysis and design strategy as part of new Digital Transformation initiatives.
- ~ Creation of Portal Design System including style guide featuring templates, page patterns, widgets and best practices guidelines to help evolve UX program's maturity model.
- ~ Lead UX adjustments based on user analysis and feedback with emphasis on the focal points of design: Presentation (Layout), Interaction (visual affordance, task flow, feedback), Navigation (IA/Labeling)
- ~ Liaison with stakeholders and end-users to conduct user interviews, performance testing, focus groups, workshops and surveys.
- ~ Creatively adapt SharePoint CMS capabilities to customize user experience for bespoke specialized site builds.

● **PORTAL MANAGER, DESIGN & USABILITY**

- ~ Spearheaded SharePoint Portal Migration UX workstream including UX evaluations, user stories and task flows.
- ~ Drove UX through project lifecycle from concept to implementation; focusing on human-centered design.
- ~ Provided CSS, annotations and hands-on instruction to development teams to optimize usability for human limitations and ensure correct deployment of design and functionality.
- ~ Designed prototypes for online tools such as award-winning proprietary collateral builder, forms, reporting graphs and dashboards.
- ~ Generated branding elements such as logos, icons and other GUI assets for use on websites, collaboration tools, video network, mobile platforms and team sites.
- ~ Coordinated with Global Knowledge Management to build and protect KPMG standards and enforce compliance across all brand elements to ensure usability best practices are being met.

 **MANAGER, TRAINING & SUPPORT SERVICES**

Jan 2010 - May 2012

*WebsPlanet*

- ~ Led team of product experts in providing onsite and remote training of proprietary enterprise level CMS for new and existing partners including AT&T Interactive, AOL Patch, and YP.com.
- ~ Created HTML/CSS prototypes for clients by building bespoke template libraries to migrate their existing sites resulting in the seamless launch of all custom client sites.

 **LEAD, WEBSITE DESIGN & DEVELOPMENT**

Jan 2006 - Jan 2010

*Tiger Schulmann's MMA*

- ~ Designed and coded user interfaces and interactive prototypes, including email campaigns, screen layouts, color palettes, typography, and graphical elements for TSMMA internal portal and all external websites.

My Method

**Process**

 **USER-CENTERED ANALYSIS**

*Heuristic Evaluations. Personas. User stories. Goal-based scenarios. Task flows. Data Collection - User interviews, Workshops, Focus groups, Performance testing.*

 **ITERATIVE DESIGN**

*Design goals. User Flows. Wireframes. Mockups. Storyboards. Design systems. Style guides. Component libraries. UI Specifications. Responsive Design.*

 **UX PROTOTYPING**

*Rapid Prototyping. Proof of Concepts. Balsamiq. Interactive flows w/HTML/CSS. JavaScript. jQuery. PHP. Hand-code.*

 **TOOLBOX**

*Adobe Creative Suite. Sketch InVision. Figma. MS Office Suite. Sharepoint. WordPress. WiXX. Jira. Jama.Windows & Mac.*

My Credentials

**Education**

*Human Factors International*  
**CERTIFIED USABILITY ANALYST**

- ~ Practical Usability Testing
- ~The Science & Art of Effective Web and Application Design
- ~ User Experience (UX) Foundations: The Core Insights, Models & Research Findings
- ~User-Centered Analysis and Conceptual Design

**NOVA SOUTHEASTERN UNIVERSITY**

- ~ Communications Program

My Expertise

**Talents**

- ~ I'm a visionary thinker with a passion for precision and attention to detail.
- ~ I'm an engaging and dynamic collaborator, driven to inspire and energize others.
- ~ I'm ambitious, results-driven, diplomatic, and adaptable to any challenge.
- ~My strong empathy fuels my passion for creating inclusive and meaningful experiences.
- ~ I excel at conveying design intent clearly, both verbally and visually.
- ~ I welcome experimentation and see mistakes as opportunities to learn.